

**Amendments to the Claims:**

Please cancel claims 2 and 11. Please amend claims 1, 9 and 10. This claim listing will replace all prior versions and listings of claims in the application:

**Claim Listing:**

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1. (Currently amended) A system for targeting content to network devices over a data network, comprising:
- a profile store that stores user ~~profile information~~ profiles for plural network devices, each user profile including user and device addressing information;
  - the profile store storing a group profile that includes attributes for targeting content;
  - a content store for storing content that is associated with the group profile; [[and]]
  - a system manager matching the user profiles to the group profile to target the content to one or more of the plural network devices;
  - ~~a system manager for downloading content from the content store to targeted network devices based on user profile information for the network devices and group profile information to which the content is targeted, the system manager sending messages to the targeted network devices among other network devices on the data network instructing system agents on the targeted network devices on when and which content to download~~
  - the system manager generating individual scheduling messages for the targeted network devices from the device addressing information of the matched user profiles, the messages scheduling download and activation of the content;
  - the system manager initiating delivery of the scheduling messages to the targeted network devices; and
  - the targeted network devices downloading and activating the content according to the scheduling messages.
2. (Canceled)

3. (Original) A system as recited in Claim 1, further comprising:
  - a bulk data transfer manager that has access to the content store; and
  - a bulk data transfer agent executing in the network devices that requests the content from the bulk data transfer manager, the bulk data transfer manager downloading the content from the content store to the bulk data transfer agent, which stores the content on the network device.
4. (Original) A system as recited in Claim 3, further comprising a system agent, executing in the network device, the system manager requesting the system agent to download the content; and the system agent requesting the bulk data transfer agent to download the content from the bulk data transfer manager.
5. (Original) A system as recited in Claim 1, further comprising a management console that provides an interface for an advertiser to identify content for deployment on the network devices and group profile information to which the content is to be sent.
6. (Original) A system as recited in Claim 1, further comprising:
  - a logging agent executing on the network device for gathering user information, the gathered user information being stored as user profile information associated with the network device.
7. (Original) A system as recited in Claim 1, wherein the content is displayed on a television display device of the targeted network devices based on activation criteria.
8. (Original) A system as recited in Claim 1, further comprising a promotion notification agent executing on the network device; wherein the downloaded content is activated in response to an event.
9. (Currently amended) A system as recited in Claim 8, wherein the event is defined in response to a selected channel for a television display device.

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10. (Currently amended) A method for targeting content to network devices over a data network, comprising:

storing user profile information profiles for plural network devices, each user profile including user and device addressing information;

collecting storing a group profile information that includes attributes for targeting content;

matching the user profiles to the group profile to target the content to one or more of the plural devices;

sending messages to targeted network devices among other devices on the data network based on the user profile information for the network devices and the group profile information for the content, the messages instructing the targeted network devices on when and which content to download; and

generating individual scheduling messages for the targeted network devices from the device addressing information of the matched user profiles, the messages scheduling download and activation of the content;

initiating delivery of the scheduling messages to the targeted network devices; and

downloading and activating the content [[to]] by the targeted network devices according to the scheduling messages.

11. (Canceled)

12. (Original) A method as recited in Claim 11, further comprising:

a bulk data transfer manager accessing a content store; and

a bulk data transfer agent requesting the content from the bulk data transfer manager.

13. (Original) A method as recited in Claim 10, further comprising providing an interface for an advertiser to identify group profile information to which the content is to be sent.

14. (Original) A method as recited in Claim 10, further comprising:  
gathering user information on the network device; and  
storing the user information as user profile information associated with the  
network device.
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could* 15. (Original) A method as recited in Claim 10, further comprising displaying the content on  
a television display device of the targeted network devices based on activation criteria.
16. (Original) A method as recited in Claim 10, further comprising displaying the content on  
a television display device of the targeted network devices in response to detection of an  
advertiser specified event.
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